

## Laxer vs. Arbitration Results

### N. W. Mason, Maritimes, Honored

#### Ottawa Lights Ordered Doused

The city of Ottawa is now subject to the recent Order-in-Council which calls for the shutting off of certain lights between sundown and sunrise and the ruling has caused marquee and sign lighting on theatres to be dimmed.

The Federal District Area was designated "an area subject to the risk of enemy action" and thus came within the application of the law.

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#### No Newsreel Change

O. J. Silverthorne, Ontario censor, denies the published report that his department had dropped the 25 per cent quota of Empire shots in American newsreels shown in Ontario. No such action is even anticipated.

#### Another Hooray

Oshawa friends and well-wishers are arranging to celebrate Leon Osier's 20th year in the business. Local paper will carry a full-page spread.

He manages the Regent Theatre of that town.

#### Montreal Committee

A film committee has been named in Montreal area to enlist the maximum co-operation of the motion picture industry during the forthcoming Victory Loan campaign.

It will comprise H. Taylor, chairman of the Montreal Film Board of Trade, W. Lester of United Amusements, T. Cleary of Consolidated Amusements, J. deSeve of France Film, and W. J. Singleton of Associated Screen News.

#### For King And Country

Charlie Frost, assistant manager of the Grand, Sudbury, has joined the Canadian navy.

Martin Whyte, manager of the Community, Welland, has secured a leave of absence from 20th Century Theatres to enlist in the air force.

Douglas Evans of Empire-Universal advertising and publicity has checked out of his post and into an air force uniform.

#### Bury the Bull to Beat B.O. Blues

Laura Elston, hawker of cinema chit-chat and Vick's Vapor Rub over Toronto's CFRB, snaffled Delbert Goodman, Paramount Canadian chief, for a why-not and what-for session before the mike. Del spent many years in the Far East. His tropical observanda became topical when the Mikadopes went haywire. The gab give-and-take turned up some tasty items, such as:

L.E. "I understand the natives of Java are very superstitious?"

D.G. "Yes . . . When a theatre does bad business, they bury a Carabao in order to expel the evil spirits which might threaten the good luck of the theatre. A Carabao head is buried in the ground directly in front of the theatre. Two heads are buried in the back . . . A Carabao is a large water buffalo."

(Over here they bury the hatchet—in the salesman's neck.)

#### Press and Public Praise Grand Old Showman

One of the first tributes ever offered to any living individual in Nova Scotia history was enjoyed by N. W. Mason, operator of the Roseland Theatre, New Glasgow, Nova Scotia, on the occasion of the 25th year of continuous operation of that centre of Maritime entertainment.

The exact date of the anniversary was January 15th and it was seized upon by neighbors, associates and friends everywhere as an excuse for expressing their admiration and affection for the 78-year-old early exhibitor of motion pictures, former trouper and ex-Mayor of New Glasgow.

His lifetime of active interest in the pursuit of his joyful profession and the welfare of community and neighbor caused the Halifax Herald to single him out for an editorial tribute. Quite a number of business men joined together in making up a page of

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#### Claims Support From All Over Dominion

"We expect an equitable pro-rata distribution of product. If that condition, which we consider lacking today, is not accomplished through industry channels, then we will call upon Mr. R. C. McMullen to correct the situation in accordance with the regulations of the Wartime Prices and Trade Board, which deals with the whole national economy."

This was the statement made to a Film Weekly reporter by B. E. Laxer, president of the newly-formed Independent Motion Picture Exhibitors Association in an interview with him about the aims and objects of the organization.

Asked if he considered that Mr. McMullen, recently made Director of the Theatre and Film Section of the Wartime Prices and Trade Board, had such matters within his jurisdiction, Mr. Laxer replied: "Yes."

Mr. Laxer, of the Biltmore Theatres, Oshawa and Kingston, claimed that the leading Canadian Independent exhibitor bodies,

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#### Kingston Puts Kibosh on All Midnight Shows But Pre-Holiday

Kingston theatre managers and the Committee of Legislation and Administration for the municipality met at the City Hall on January 21st and agreed to suspend the operation of midnight shows, except when Monday falls on a holiday.

The managers in attendance were E. O. Smithies, W. H. Smith, G. D. Beavis, G. E. Aitken and V. O'Leary.

The managers had been informed previously that the Committee had the power to control theatre hours and favored the stopping of 12.05 performances. Rather than enact legislation the Committee

suggested that the managers enter into a gentleman's agreement to discontinue the showings in question from February 1st. Holiday eve showings were excepted.

The City Council said that it would not place any legislation on the records, leaving the matter open for some future change.

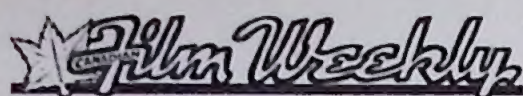
Circuit house managers were asked to bring letters from their head offices subscribing to the agreement.

On Jan. 19th the Sarnia Council refused an appeal against its recent ruling banning midnight shows.

#### IMPORTANT SHIFTS AT WARNERS-CAN'D'N

Phillip Sherman, Montreal manager for Warners, has been shifted to handle New Haven. L. I. Coval, manager of the Vancouver branch will replace Sherman in Montreal. In the Vancouver spot is Earl H. Dalgleish, now Warner's booker there.





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## Ottawa Lights Ordered Doused

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The regulations as contained in the order, which is sure to be applied to many other areas as the war progresses, are as follows:

(a) No street light or lights outside of a building, excepting those operated for street lighting purposes only, shall be displayed in any area specified in any order made under the provisions of sub-section 1 (a) hereof for prohibiting or regulating the display of lights, during the hours between sundown and sunrise, and for greater certainty, but not so as to restrict the generality of this prohibition, the same shall apply to advertising and display signs of any description whatsoever, whether neon signs or not, and all individual lights on in front of residences or business houses whether for lighting purposes or otherwise.

(b) No lights shall be displayed in business premises excepting during business hours when not prohibited under any other provision of these regulations and whilst staff is present on the premises to blacken out the same should an air raid alarm occur.

(c) The restrictions imposed by sub-sections (a) or (b) hereof may, at any time, in whole or in part, be removed either temporarily or permanently by order of the minister of pensions concurred in by the minister of munitions and supply.

At the end of 1941, there were 648 electrically illuminated signs in Ottawa, most of them concentrated on the main business streets.

## "N. W."

Sixty years is a long period of activity in the life of any man or country. That is the golden record of N. W. Mason, famed Nova Scotia exhibitor.

Think of it—in the lifetime of this splendid citizen the Civil War was finishing; our great Dominion came into being and grew to nationhood and glory; champions conquered and were conquered; our soldiers marched to war, returned and marched again; Knowledge spread to all and Science mastered land, air and sea; thrones became dust and ancient empires vanished.

Here is a man who saw the evolution of his country almost from ox-cart to airplane. For 60 years of his 78 he has served the same craft and for 46 years the same people.

He is as aware of the world around-and-beyond him today as he was in his early youth. This man knows the quiet strength of the little people and their part in the doing of things to a greater extent than most. The custodian of their leisure hours and the guardian of their joys, none has known so many of them personally, nor enjoyed their affection more.

The Canadian motion picture industry is as proud of "N. W." as are the people of Nova Scotia and the citizens of New Glasgow.

## Carole Lombard

Exhibitors and distributors have few personal preferences in Hollywood stars that aren't dictated by the box-office. But Carole Lombard, who truly died for her country, was one of them.

The exhibitor, in particular, looks at the glamor girls and boys with a bread-and-butter eye. Carole Lombard was an exception to this commercial valuation. Film folks thought of her as the customers did—a real North American girl, beautiful to behold but as easily friendly as the girl who has lived next door all your life. No airs, always ready for a romp or a neighborly favor, tough on fresh guys, a swell girl.

The world has lost a sweetheart.

## Arbitration Fails, Says Laxer

(Continued from Page 1)

through their executives, communicated support when news of the new organization became public. He did not reveal the names of organizations or individuals involved, explaining that plans for an extension of the association on a national scale had not proceeded far enough as yet.

"As the leading unaffiliated Independent group in Ontario, they feel that we are expressing their views also," Mr. Laxer said.

When queried as to whether a previously published statement criticizing the operation and findings of former arbitration boards was directed at any specific body, Mr. Laxer answered: "We regard the setup of conciliation as heretofore administered as inadequate. We are just not entering into it. As constituted now it is purposeless and not doing the job it was created for. Arbitration of film disputes in Canada is also a very limited affair, confined as it is to the enforcement of the License Agreement."

"Our organization was in the process of being formed when Mr. McMullen was appointed. We saw in his appointment a chance for

a fair and public presentation of matters affecting the Independent exhibitor. We requested a conference with him and got it," Mr. Laxer is said in giving the origin of his organization.

The Independent Motion Picture Exhibitors Association, he explained, was confined to "unaffiliated Independents" as distinct from those who had circuit connections. Membership could be retained by anyone who had an unaffiliated theatre, for that theatre alone. Those who reached agreements with circuits for each or all theatres owned or controlled by them would automatically relinquish membership.

Mr. Laxer stated that the present membership numbered between 50 and 60, though a list was not yet ready for publication.

(Editor's note—There are only two Conciliation Boards in Canada at present—Toronto and Halifax. The Toronto one was set up by the Motion Picture Section of the Toronto Board of Trade. The Halifax board is the product of exhibitors and distributors of that area and opinion was expressed that its conduct has been highly satisfactory.)

## N. W. Mason Honored in N.S.

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compliments to "N. W.," as he is familiarly known, in the Herald. It was shared by such famed firms as Famous Players, under the signature of J. J. Fitzgibbons. Simpson's, Dominion Sound and Esquire Films.

Mr. Mason is a native Nova Scotian, having been born in historic Halifax when, though a modest town, it was one of the major gateways to the New World. Having, even then, something of a cosmopolitan atmosphere about it, the great stars of the living theatre offered their talents to its citizens. The then youthful Mr. Mason, a patron, became attached to the theatre. He became an actor and in 1882 appeared in Boston with the company of Lily Langtry, "The Jersey Lily."

The grand old Canadian showman is a living history of the theatre. He has been in it for 60 years, 46 of these being spent in New Glasgow, in which place he settled down after a stay in Liverpool.

His undying devotion to his craft caused him to follow it personally and actively. In 1917 he opened the Roseland as the finest theatre in the Maritimes and it was the pride of Pictou County. In 1929 he instituted sound, his being the second Maritime theatre to make the venture. He was proud that his house had played each of the films picked as the ten best of last year in the All-Canadian poll of this publication.

One of his customs was to stage each year the sentimental drama of bygone days in the theatre, "The Old Homestead," in which he had appeared with the late and great Denman Thompson.

Mr. Mason's interests are not confined to the theatre, he having been prominent in many community enterprises. In 1921 and 1922 he was elected Mayor of New Glasgow. In 1936 he retired from politics, though maintaining his work for the welfare of his fellow-citizens. After many and persistent requests he yielded and returned to the chief magistrate's chair in 1936 for a four-year term.

His staff shares the affection in which Mr. Mason is held by the patrons. Each has been with him for many years, some having served the chief and public for three decades.

Complete Theatre Equipment  
and Supplies

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Toronto, Ont.



## Truman Talley Passes Away

The film world was shocked by the death of Truman H. Talley, famed newsreel figure, more than a week ago. He was the executive vice-president of Movietone News, Inc., a subsidiary of 20th Century-Fox and a producer of short subjects.

Talley, who joined the Fox organization in 1922 as foreign editor, became director-in-chief two years after. Later he became personal representative of William Fox and remained with the company after Fox left. He organized British Movietone News and other departments.

He was the first to introduce newsreel commentators taken from famous news analysts of the day and was regarded as an innovator.

Talley was born in Rockport, Mo., March 18, 1891 and was a graduate of the University of Missouri. After a career on St. Louis papers, Talley became director of The Herald's Paris bureau during the peace conference in 1919, and later became European manager of New York Herald News Service.

S. R. Kent, 20th-Fox president, issued the following statement:

"The passing of Truman Talley at this time will be felt deeply in the industry's war effort. As an outstanding authority on documentary motion pictures, his vast knowledge of the international scene made him a personality we will find hard to replace. To me personally his death is particularly grieving. Our association extended beyond the office where I found him a most warming friend. Twentieth Century-Fox Film Corporation is indeed the poorer by this sad occurrence which takes from it one of its most capable executives."

### Modernistic Stage Curtains & Drapes



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277 Victoria St., Toronto, Ont.



## Ding Dong Del

He rings the bell for Paramount pictures, does Delbert Goodman, now Canadian manager of that exchange.

Del is a fellow who has been around some, remembered what he has seen and tells about it, under pressure, in a nice and laughy way. For nigh on a score of years this chipper fellow was a sort of unappointed good-will envoy for Hollywood amongst the slanty-eyed brethren, hostile and otherwise.

He has hawked the dazzling celluloid in almost every civilized habitation and forgotten corner of the Far East, from the Road to Mandalay to the haunts of the head-hunters. The lantern-loving Chinese, after thousands of years, learned some things about magic lanterns from him.

He landed right side up over here a couple of hops ahead of the Mikado's mob as it came muscling in.

Now he sits in an office on Bond Street, Toronto, dreaming, no doubt, of sultry Sundays in the Orient and frosty Fridays in Canada. And probably wondering about The Street of the Dancing Girls in Canton and who's around Madam Godam's in Shanghai.

Thoughts like these are what happens to a scribe who sees too many movies—or falls under the spell of a Del.

Give the man a rickshaw he can ride—and he'll bring back a new account for Paramount.

## Why Is a Jap?

You learn from him what makes Hirohito and his henchmen run. For one thing, they don't get every seventh day or sixth half-day off. They lay off the job three times each month for a day and not in all cities at the same time.

No wonder they have a suicide complex. That's the main theme of Jap song, story and scenario. So many Jap couples, stymied in the pursuit of happiness by the way of life, began taking double-headers into craters that the government became alarmed and froze death into certain forms—such as military aggression.

You see what rules their subconscious minds individually and in the mass. Their present fix is the result of it.

Films were beginning to open windows in their minds and let in the fresh air of reason till the ruling caste canned them.

And what do you think was one of their most popular Hollywood pictures? Cecil B. De Mille's "Northwest Mounted Police"! Should we feel flattered?

## He Likes Filipinos

Del has a special place in his heart for the United States' former wards and present fighting partners. The Islanders have no racial prejudices. They've had their own university for 326 years. It was bombed recently.

Filipinos are inherently polite. Children cry little, are rarely cross and even motion picture patrons do not complain lustily, as is often the practice with other races.

One of the most popular songs of the Phillipine Islands is "If I Had a Talking Picture of You" from Janet Gaynor's "High Society Blues." Remember? The native bands still play it, now after many years, at funerals.

And they dislike moustaches. Stars who sport hirsute hedges are box-office freezeouts.

Lucky lads. That gives them one more reason to hate Hitler than we have.

## Those Clever Chinese!

When an American picture is shown in a Chinese theatre and there is a lineup the manager just removes a reel or two from the middle, hastening the climax. Then the audience leaves and the line moves on.

"So what?" chuckled Del. "Jack Hunter was screening a long double-bill for some friends one night. It started late so he did the same thing. And nobody knew the difference!"

"However," he added with a dead pan, "it wasn't a Paramount picture."

## Critics Pick Ace Newsreels

Recognizing the dramatic and important role newsreels play today in our current entertainment, critics throughout the continent have polled their choices of the ten best. Here they are:

1. President Roosevelt's war address after Japan had attacked U.S., and swift action of Congress in declaring war on Japan (Paramount). Expertly done.

2. Churchill-Roosevelt meeting on the high seas (News of Day).

3. Dakar defence preparations by the French and first motion pictures of how this vital African port, closest to South America, shapes up (Paramount). Exclusive story by Pierre Naintree and first films permitted by the Vichy government.

4. Series of comedy stories framed around a monkey in a Buffalo Zoo (Universal). Dug up through initiative of smaller city correspondent. Closest approach to filling the void left by Lew Lehr's continued absence.

5. Saga of Ark Royal (News of Day). Though all from the library, smart editing by M. D. Clofine elevated it to a rare human interest yarn because of the many times the British airplane carrier was previously sunk.

6. The truth about Martinique (Paramount). Douglas Duont, cameraman, secured exclusive films showing how French gold is piled up there, some 200 U.S.-made planes are rotting on the docks, how poor the natives are, and the number of French warships tied up there.

7. Bringing war wounded back home to Australia (Movietone). Crack story, skillfully edited and narrated, and of particular interest on how the Australian government (which, of course, okayed the pictures) is treating war realism and morale.

8. Air raid stories on how London fared after the blitz fire and biggest bombing attack (Movietone). Other reels had the same material but this one stood out.

9. Convoy from Iceland (Pathe). Neal Sullivan's camera work made this graphic.

10. Defence of Tobruk (Paramount). Trim editing and intelligent use of man-on-spot voice lifted this above others which had much the same material.

Honorable Mention: British convoy fights off air attack (Movietone) and Inauguration of Roosevelt, first president in U.S. history to serve a third term (Paramount).

## Flesh in London

The Grand, London, is using a revue policy for Friday and Saturday. Manager Jim Simmons reports that it has increased admissions considerably.



# Digest of Reviews

## Monogram

### TOP SERGEANT MULLIGAN

This war story is strictly filler, despite the presence of some interesting faces. The ever-pleasing Sterling Holloway does a good job as a money-grubbing recruit and Nat Pendleton blusters and beefs his way through the obviously-inspired McLaglin role.

The story is the overworked one about the salesman who join the army to get away from somebody—in this case the tax collector. There's one song on hand. Most of the laughs are provided by a colored radio comic, Wonderful Smith.

## Fox

### MARRY THE BOSS' DAUGHTER

Just some time-killing reelage—and not too entertaining either.

Bruce Edwards is the ambitious lad who meets Brenda Joyce via her dog and finally marries her after a series of screwy situations.

### MOON OVER HER SHOULDER

A pleasing domestic comedy with John Sutton and Lynn Bari that should have robust appeal in neighborhood houses as the first part of the program.

The story is about an authority on marriage whose own gets tangled because of pressure of business. His wife, on vacation, becomes involved in a mistaken suicide adventure, is wooed by another and brings Sutton to his senses.

Dan Dailey, Jr. and Alan Mowbray give good performances. The script, dialogue and playing are par for that sort of thing and the result is good.

### SMALL TOWN DEB

A strong B attraction with a host of good names led off by Jane Withers.

It is for the whole family and will please each member of it. The story has no special distinction, being about the trials and tribulations of gangly youth. Withers is growing up and keeps getting tangled in everyone's affairs, as well as her own.

Her sister, Cobina Wright, Jr., has set her cap for Bruce Edwards but Jane is always jamming things—until she helps Cobina score.

Cecil Kellaway, Catherine Alexander, Jackie Searl, Jane Darwell and a host of capable players make it a worthwhile film.

## MGM

### THE BUGLE SOUNDS

A rough and interesting film about a cavalryman and his dislike for horse substitutes.

Beery is at his Beeriest and Marjorie Main supports him grandly. The studio dumped a little more money into the production of this Beery-Main number than the others. The army tank base scenes are whizzes for public interest right now.

Others in the cast: Lewis Stone, George Bancroft, Henry O'Neil, Donna Reed, William Lundigan, Tom Dugan, Guinn Williams, Jerome Cowan and Jonathan Hale. Quite a supporting setup.

It's sure to do strong business.

## Columbia

### THE MEN IN HER LIFE

The luscious Loretta Young plays a ballerina who marries a couple of times, leaves her last husband and comes back to him and the child for the ending.

The picture will bring the ladies in all right. Those who do not find satisfaction in Miss Young or the type of story may think it worth their while because of Conrad Veidt, Dean Jagger, Eugenie Leontovich, John Shepperd and Otto Kruger.

## RKO

### OBLIGING YOUNG LADY

A mild effort to push little Joan Carroll into child-star prominence. Funny in spots but confusing generally.

The cast is Edmund O'Brien, Ruth Warrick, Robert Smith, Eve Arden, Charles Lane and Franklin Pangborn.

### PLAYMATES

Here's a good money picture, its patronage guaranteed by Kay Kyser and his bunch. Added to it for purposes of attraction are John Barrymore, Lupe Velez, May Robson and Patsy Kelly. Ginny Simms is there, of course.

Barrymore, a washed-up ham trying for a radio show by appearing at the sponsor's summer play, is teaching Kyser Shakespeare. That's the background.

The picture has a high comedy content.

## Hays Talks of Movies and War

Will Hays, president of the Motion Picture Producers and Distributors of America, addressing an Indianapolis war rally, spoke of the part pictures play in morale-building and as a relaxation for nerves too tightly stretched.

Said Hays:

"An order issued to men of the Pacific Fleet was, 'Eat, work and fight.' That order applies to everyone, trade and profession, store and factory, countryside and town.

"It applies to every small business and every large industry. Here, personally, I take pride in the knowledge that there is proved and important service for the motion picture industry to render.

"This universal entertainment has become the every day affair of the millions and has demonstrated itself as a tremendously necessary thing. Valuable as a temporary release of the high tension under which ordinary life exists today, the motion picture is vital under the added strain of war. Not only is it recording history, not only is it adding directly through information and visual instruction, but it admittedly is an essential factor in relaxing nerves too tightly stretched and in strengthening morale.

"While other industries are making every effort to turn out the machines we need and 'keep them flying,' I can assure you the motion picture industry is going all out to keep the national spirit soaring, and as one contribution to the American people will endeavour to 'keep them smiling.' Those who can laugh in the face of danger usually prove to be very tough fighters indeed."

## Prize Package For 'King's Row'

Warner's has whipped up a complete set of ideas and samples for all first-run accounts on handling "King's Row." This well-ordered guide to public relations is a keen idea, simply presented and easily put in to practice.

In the folder are to be found:

One dozen stills and captions for newspaper and other use.

One page of quotes from reviews.

A long synopsis.

About 18 varied readers and human interest yarns about the stars and picture.

One page of trailer copy.

One page of advertising catchlines.

Pictures, copy and instructions for displays.

Miniature cutouts of the stars, six inches high, for display with the book.

Information on "King's Row" as a serial.

A complete exploitation campaign, on a smaller scale, covering each day.

One page covering book rental libraries.

One page with giveaway information.

The folder is one of the smartest ways to get the exhibitor into action, since it's all concise and comprehensive.

## Anti-Spy Picture

Metro-Goldwyn-Mayer is producing a special two-reel Crime Does Not Pay Short subject, "Don't Talk." The crime short will point out that foreign agents can use a few carelessly dropped words concerning defense industries to great advantage and will urge the public to be constantly on guard against Axis fifth columnists.



# Midnight Show Ban Called Unfair

ITS proposal here is almost certain on the other hand to meet definite opposition and derision, especially from patrons of midnight shows, from citizens who do not regard the opening of the theatres after midnight for two or two-and-a-half hours of entertainment as detrimental to the community, and from those (of whom there usually are a number) who definitely dislike legislating some people out of their chosen and customary habits of entertainment on the theory, or in the hope, they may or must conform to someone else's idea of passing time and keeping interest in life.

This is a question which can easily cause serious and bitter division of the community with the result the whole community will suffer. It is one of those questions in which emotions are apt to whip up like lashing storms, with the result that calm, considered judgment is tossed keel up and sail down, and everyone may carry a bad taste and a wicked eye for months afterward.

Whatever may be the merits or demerits of the proposed legislation, let them be considered on the basis of facts and not on the bases of sentiment and prejudice.

LET us examine briefly the moral aspect of midnight shows. What facts are there, if any, of loss or weakening of the moral fibre of this community due to attendance at midnight shows, or due to any condition created by the opening of theatres following the midnight hour? To be fair to ourselves as citizens and as guardians of the public morality, to the theatres, to their patrons, we dare not assume immorality, or even the weakening of moral tendency as the result of the conduct of midnight shows and of attendance at them—we must have facts and them only. We are dealing with

## The Quinte Sun, Trenton, Reports Unfavorable Public Reaction and Asks Pertinent Questions of Town and Council

too delicate a situation to proceed otherwise.

Who then attends these shows? Are they different from the people who attend at other hours? Do they think differently? Do they act differently?

What do they see, and what do they hear? Is it different from other shows, or is it merely one extra showing of pictures shown at other times? If so, how does it affect patrons differently from seeing and hearing the same performance at any other time?

Do patrons attend the shows when good health requires that they should be asleep and resting, or are the patrons persons who work normally on night shifts and find the Sunday midnight (or early Monday morning to be precise) shows their more convenient opportunity of seeing the current pictures?

WE come inevitably in our canvass of the matter to the question:—Are the pictures shown of improper character for good effect upon the theatre-going public. If that is the point of criticism, is the desired action then not one of improving that character rather than expressing opposition to its being shown at one particular time of the day?

Another question. Does our opposition or do our fears find bases in actualities or is it merely that because midnight theatricals seems rather new, and because we who are now well on our ways through life were not acquainted with such things in our younger days when most people except morning paper printers went to bed well before midnight, when everybody worked harder, when everybody raised a big family, when the well-to-do at least drove a high-stepping horse and sat in a rattling carriage with an air of pardonable importance, when every girl as soon as she was fifteen or so had to drop her skirts from knee height to catch the dust from her heels and hide her legs (limbs, oh, pardon please), and when there were no picture shows, that these comparatively new midnight shows now seem unnecessary? Is it because of our being surrounded by different circumstances of age, of employment, of habit, or of choice, that we do not attend midnight theatricals, see no need of them and fail to understand the point of view of those who do?

It is well that we ask ourselves and find the answer to all these questions for our own sakes as well as for the public sake.

WHATEVER may be the basis for the sentiments said to be held by certain religious organizations, their representatives should step forward into the light of free and open consideration, state their case and present their supporting argument. The Mayor and Council cannot or should not be expected to take action in this or any matter of legislation on anything so nebulous and vague as a sentiment. No governing body can afford to act on abstractions unless it courts trouble and is prepared to gamble on earning a reputation of incompetency. Sound government moves only on concrete foundations from whence there are no rebounds. Away, then, with shadowy and hidden evidence.

In dealing with the moral aspect of the problem the Council must give consideration to the alternatives and their potential evils, as well as to any demerits of post-midnight picture shows. And in this connection it would be well for both official and self-appointed guardians of the public morals to conduct a little research work in various spheres and sections in no way associated with the theatres.

THOUGH some, who by personal choice or temperament may regard the intellectual standard of the average picture as inferior to the standards which they prefer and which they set for their own lives, they must nevertheless admit that in the main most pictures bring enlightenment as well as amusement to the mind of most theatre goers. Not one of us would think of abolishing cinemas now.

Towns like Trenton are indebted to their theatre managers in most cases for bringing thousands of visitors within their precincts. Many people come over and over again throughout the year to "see the show" and to do some shopping and to have a bite to eat, of course. Most theatres spend a good deal of money in advertising to accomplish the bringing in of their patrons from outlying communities. Thousands of dollars have been brought into Trenton by this very means. This money has found its way into pay envelopes, into the cash registers of restaurants, cigar stores, drug stores, clothing shops, and undoubtedly on the collection plates at the churches. Every good live theatre in one sense is a veritable Chamber of Commerce in effect within its community. Most theatre managers are persons who have the best interests of their community

and of the nation at heart and are ever ready to aid through their facilities community and national projects.

There is a general feeling of dislike for prohibitive measures emanating from so-called sky-pilot or high-brow spheres of influence suspected as the source of the action initiated here against the midnight shows.

There exists, on the other hand, a sincere dislike for the midnight shows among some citizens of mature years who have been reared in the atmosphere of homes governed by the precepts and restrictions of the Puritan philosophy. To them the disturbing element of the midnight shows is their proximity to the Sabbath.

This objection, it will be observed upon examination, may be one born of feeling rather than of reasoning, because the Saturday night shows, against which there has been no outcry, come as close to the beginning of the Sabbath as do the early Monday morning shows to the end of the Sabbath. Obviously the novelty of the post-midnight shows is actually, even if unconsciously, the determining factor in the attitude of many of these citizens, who nevertheless, because of the sincerity of their view, must be respected, even though they fail to constitute in numbers more than a feeble minority of the whole people concerned.

## Hanson Back

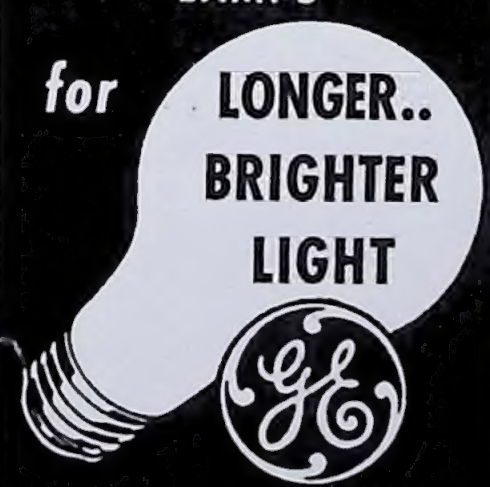
Oscar Hanson just got back to Toronto from a week in New York. He has been checking on and negotiating for new product for distribution through his recently established Pioneer Films.

## Dunne Down

Manager Pat Dunne of the Royal, North Bay, has been bedded by a siege of flu. Get well, Pat.

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## Warners Make 3,000th Picture

Turning of the first camera on "The Shadow of Their Wings," new Ann Sheridan-Dennis Morgan starring feature, marked the beginning of Warner Bros.' 3000th production. It will also be the studio's 950th feature, the other 2050 having been short subjects.

It was in 1918 that the Warner brothers produced their first picture, "My Four Years in Germany," based on Ambassador James W. Gerrard's book of the same title. The company's 3000th film is also a wartime story, dealing with the work of Americans engaged in all-out production of planes for this country and its allies.

Five years after producing their first picture, the Warners became a major production factor in the film industry, with the formation of Warner Bros. Pictures, Inc. Immediate success of the new corporation led to the purchase two years later of the old Vitagraph Company.

In April, 1926, Warners organized a subsidiary, the Vitaphone Corporation, to bring sound to motion pictures. The following August, Warner Bros. released "Don Juan," which had an audible musical score—the first successful wedding of sight and sound on the screen.

It was a year later that a character spoke the first words heard from the screen in a feature—Al Jolson in "The Jazz Singer," and the next year Warners made the first 100% talking picture, "The Light of New York." Thus Warner Bros. pioneered the greatest innovation in the entertainment field since the inception of the kineoscope.

That year also marked the acquisition by Warners of the First National Studio and its present huge plant in Burbank, Calif.

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**MEYER AXLER**, managing director of several enterprises, but also active manager of the Victory Theatre, in Toronto, arranged a nice tie-in with a local drug store in supplying free colored glasses for his patrons to view the single Metroscopix, which he booked back in. The idea went over very well, as did the reel. Let's hear more from my ex-partner in crime.

**TO** get him started, I have included a new member to this family by the name of Preston Salter, the very good-looking manager of the Broadview Theatre in Toronto. Boy, do the gals hang around, but believe it or not, Preston is not a ladies' man. But he did dress up a lovely herald on the horror program on "King Kong" and "Cat and the Canary" with a little front display, and according to reports did very well.

Now that we have started you Preston, let's hear more.

**RALPH TIEDE** of the Geneva, Orillia is starting to become a regular contributor. On "Kiss the Boys Goodbye" he put out 500 stickers on the main section—windows, cars, etc.

He had a lipstick tie-in with Woolworth's with counter and window display, but best of all a beautiful girl gave out kisses to all male patrons during the opening night. Candy kisses, but newspaper copy read well and results were very good according to reports. Woolworth's also promoted a "Puddin' Head" for the film of the same name.

Good work, Ralph, and did we congratulate you on your recent marriage? After all, you did get the better half.

**PAT DUNNE**, of the Royal, North Bay, playing a repeat "The Return of Frank James," had a lifelike cutout of Frank James on the marquee, having moved same from advance in the lobby. Sports shop gave big window display with new and old firearms—with copy plugging "Frank James". By naming the different firearms in the window, people could win passes to see the picture. The correct answer for full list of firearms has a chance to win a 22 Winchester Rifle and 500 rounds of ammunition, donated free of charge by the sports shop.

Good work Pat, and I am sorry to hear that you are ill—take a drop or two and it will fix you up.

**BILL PAYNE** of the Granada, St. Thomas plugged "Come on George" for three weeks in advance with stage neon letters, a splendid 3 sheet cutout in lobby, 50 window cards around town and pushed out 2,000 heralds. He built a special front on this attraction. The results he claims were very good. Bill Cupples is the assistant manager at the Granada, who also comes in for a little notice on Bill's very good weekly campaigns.

**LOYD GURR** of the Century, Hamilton, besides displays, etc., used a sandwich man on the streets everyday for "They Died With Their Boots On." It is an old but an excellent way of bringing attention to a film. Try it in your town. It works for Lloyd.

**FRANK REID** of the Park, Sarina is back again, and he says for good. Every week in the future he is pushing out stunts. On his laugh program, Frank did this: 50 window cards stressing the laugh show, 2,000 heralds heralds pushed out around town. During the trailers in advance he used a laugh record which he borrowed from our good friend Bob Berezin of the Elgin, Ottawa, special front displays, street bally of laughed the "head-off" type. His marquee carried no titles at all, just stars and laugh angles. He had the Marx Bros, Laurel and Hardy, Bob Hope and the 3 Stooges.

Good work Frank, and I am pleased to hear the telephone gag is also going strong.

**MEL STEPHENS** of the Granada in Dunnville gives us this on "Blossoms in the Dust". He rushed out a folder plugging all attractions to the country folk, so they will always know what is playing if the paper is late, or if they don't take the local one. On "Blossoms" he handed out 2,000 heralds stressing the "no illegitimate children—only illegitimate parents" angle. He had window cards and one sheets all over town and the country towns nearby.

On "You'll Never Get Rich" Mel plugged the songs in all the juke boxes, with copy on the top of the box. He also had music store windows tie-in with sheet music and records, with P.A. plugging songs onto the street and a commercial every other record, plugging theatre and playdates.

**MAX PHILLIPS** of the Grand, Sudbury, on "Trail of the Lonesome Pine," built lovely, colorful display in advance for lobby, using real pine trees. This he moved out during playdate to good window location. Used window cards and heralds all over town and throughout the surrounding districts.

On "The Bride Came C.O.D.", Max loaned a weight scale, set up a grand display, gave a pass to any woman weighing exactly 106 lbs., same as Bette Davis. Attracted a lot of interest and every woman tried it. It was moved out front of a store on the main street for periods of time, during playdates, and letting the passersby try their luck, with a plug for the attraction. Good work Max.

**VERNON BURNS** of the Regent Theatre in Sudbury, just had a grand campaign on "Keep Them Flying." Here it is: two 24 sheets posted three weeks in advance, 75 window cards, cutout neon stage letters three weeks in advance, three sheet cutout in lobby for one month in advance, 3,000 novelty door knob hangers, full co-operative page ad in the local paper, tie-in with local war savings, merchants co-operating with window displays, monster heads of Abbott and Costello on the marquee, large aeroplane made of wood and paper hanging from top of building over marquee, with copy selling picture. All persons joining the active service during the week, invited to the theatre—along with other patriotic gestures.

This campaign demanded a lot of time and energy and is one of the best to come in for some time.

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# Snips and Snaps . . .

## Caveman



The arms are Eddie Albert's and the girl is pretty Peggy Moran. The popular young stars are soon to be seen in Universal's drama-romance "Treat 'Em Rough". The picture also features William Frawley, Lloyd Corrigan and Truman Bradley.

## Up and Coming



Elaine Morey, beauteous blonde, has been chosen by Universal studios as one of the year's best screen bets and has been given an important role in the forthcoming Abbott & Costello comedy "Ride 'Em Cowboy".

## It's a Funny World—



James Cagney, whose vital personality has made him a favorite with the movie millions, is being starred in what he considers the real dramatic opportunity of his life. He is to be the astonishing George M. Cohan in Warners "Yankee Doodle Dandy." Cagney is now starred with Dennis Morgan and Brenda Marshall in "Captains of the Clouds," a thrilling story of the Royal Canadian Air Force photographed in Technicolor and directed by Michael Curtiz.

## Some Makeup



A new Lon Chaney comes to the screen as Number One horror man beginning with this grim guise as title player in Universal's "The Wolf Man". Claude Rains, Warren William, Ralph Bellamy, Bela Lugosi, Madame Ouspenskaya and Evelyn Ankers also will be seen.

## The Big Bad Wolf Again



Depicting a more or less imaginary scene from Universal's current shocker, artist Kroll presents Madame Maria Ouspenskaya, Lon Chaney as "The Wolf Man", Evelyn Ankers and Warren William. Also in the cast are Ralph Bellamy, Patric Knowles and Bela Lugosi.

## "V" for Vivacious



Carol Bruce, lovely lead in Abbott & Costello's Universal laugh-film "Keep 'Em Flying", gives all-out support to the U.S. slogan. The parachute hat, "V" neckline and copper planes in place of buttons complete the ensemble.



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